

Amendments To Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A computer-implemented method for managing digital content for a company website on a global basis, including the steps of:

receiving, at a content management application, a request to create updated content for a content page within said company website, wherein said updated content comprises ~~data elements~~ components;

creating said ~~data elements~~ components according to said request;

storing each of said ~~data elements~~ components within a markup language file in a database globally accessible by a reviewer, wherein said ~~data elements~~ components are decoupled from said content page;

routing said ~~data elements~~ components to said reviewer, wherein each of said ~~data elements~~ components is individually routed;

creating an updated content page when each of said ~~data elements~~ components has been authorized, wherein said updated content page does not include said ~~data elements~~ components and comprises content mapping data which includes instructions for mapping said ~~data elements~~ components to said updated content page;

receiving, from a user computer, a request to view said updated content page, wherein said request includes user preferences;

retrieving said ~~data elements~~ components according to said user preferences ~~content mapping data of said updated content page~~, wherein each of said ~~data elements~~ components includes a category tag corresponding to ~~created from~~ said user preferences; and,

~~retrieving offer content based on each of said category tag; and,~~

positioning said retrieved ~~data elements~~ components ~~and said retrieved offer content~~ on said updated content page according to said content mapping data.

2. (previously presented) The method of claim 1, wherein said markup language file is in the eXtensible Markup Language (XML) format.

3. (previously presented) The method of claim 1, further comprising translating said markup language file from a eXtensible Markup Language (XML) format to an HTML format for presentation on said company website.

4. (currently amended) The method of claim 1, wherein storing said ~~data-elements~~ components as said markup language file includes storing said markup language file in an extensible database that is platform and software independent.

Claim 5 (cancelled)

6. (currently amended) The method of claim 1, wherein storing said ~~data-elements~~ components as said markup language file includes storing said markup language file, wherein said markup language file is an XML file, in an extensible database that is platform and software independent.

Claims 7-13 (cancelled).

14. (currently amended) A computer-readable storage medium containing a set of instructions for a general-purpose computer comprising:

receiving, at a content management application, a request to create updated content for a content page within said company website, wherein said updated content comprises ~~data elements~~ components;

creating said ~~data-elements~~ components according to said request;

storing each of said ~~data-elements~~ components within a markup language file in a database globally accessible by a reviewer, wherein said ~~data-elements~~ components are decoupled from said content page;

routing said ~~data-elements~~ components to said reviewer, wherein each of said ~~data elements~~ components is individually routed;

creating an updated content page when each of said ~~data-elements~~ components has been authorized, wherein said updated content page does not include said ~~data-elements~~ components and comprises content mapping data which includes instructions for mapping said ~~data-elements~~ components to said updated content page;

receiving, from a user computer, a request to view said updated content page, wherein said request includes user preferences;

retrieving said ~~data elements~~ components according to said user preferences ~~content~~
~~mapping data of said updated content page~~, wherein each of said ~~data elements~~ components
includes a category tag corresponding to ~~created from~~ said user preferences; and,
~~retrieving offer content based on each of said category tag; and~~,
positioning said retrieved ~~data elements~~ components ~~and said retrieved offer content~~ on
said updated content page according to said content mapping data.

15. (previously presented) The method of claim 1, further comprising translating said
markup language file from a first markup language format to a second markup language format
for presentation on said company website.

16. (new) The method of claim 1, wherein said components comprise at least one of:
content components, cross-sell components, and navigation components.